

INFLUENCE OF NEW MEDIA ON READING BEHAVIOUR AND CONSUMPTION PATTERNS AMONG COLLEGE STUDENTS IN COIMBATORE

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ABSTRACT

Reading is regarded as an indispensable tool in the process of learning. As is well-known, in these times knowledge revolution, it has become imperative to be engaged in lifelong learning process. In this scenario, modern day students have a propensity to use new media that includes in its ambit, latest technology tools, devices and gadgets, notably the mobile phone, internet and other digital resources. Needless to say, these new age technologies have started changing the reading habits among young students. In the earlier times, students showed interest in Books and found them enjoyable but in their fascination for new things, they explore media in multiple forms and formats for learning and gaining more knowledge. In fact, we live in an era of information explosion. With privatization, Media has penetrated into newer areas of application with generous help and support from technological breakthroughs like the Internet, digital devices, Laptops, mobile telephony, data sciences for fast disseminating more information in the society. Thus, we witness that due to unimaginably faster advancements of technology, students have the opportunity as well as flexibility to consume varied media sources and access modern and innovative ideas in a continuous manner. The present study seeks to analyze the behavior and consumption patterns in New Media exhibited by students of select Arts colleges that are affiliated to Bharathiar University, Tamil Nadu.

KEYWORDS: *New Media, Era of Information, Media Privatization, Internet, android devices, Consumption, Behavior, & Bharathiar University*

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INTRODUCTION

The last decade of the 21st century has witnessed big changes in the world of new media. With the introduction of digital and computer systems, various media technologies were merged under the rubric of electronics resulting in convergence. It brought together large media companies and created an unprecedented economic and sociological phenomenon that changed the face of media all over the world. It is still continuing under different names such as chain ownership, cross media ownership, conglomeration, vertical integration and media monopolization and concentration. All these changes have made available many different media outfits as well as many outstanding media programs. We shall first examine the application of new technologies. Mobile phones also support a wide variety of other services such as Reading, content downloading, text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming and photography. Mobile phones that offer these and more general computing capabilities are referred to as smart phones. All mobile phones have features in common, but manufacturers also try to uniquely project their own products by incorporating additional functions in order to make them more attractive to consumers. This has led to great innovation in mobile phone development over the past 20 years.

A recently published study has showed increased incidence of mobile phone use by people of all ages,

gender and professions. The latest 5G is a technology used to denote the next major phase of mobile telecommunication standards beyond the 4G/IMT Advanced standards. 5G is not officially used for any specification or official document yet made public by telecommunication companies or standardization bodies such as 3GPP, WiMAX Forum, or ITU-R. New standard releases beyond 4G are in progress by standardization bodies, but are still not considered as new mobile generations but considered to be under the 4G umbrella. Though Deloitte is predicting a collapse in wireless performance as more devices using more and more services compete for limited bandwidth, yet its use has picked up momentum with more number of young users, especially students trying to make use of them for academic purposes. With these technological and device advancements, the student community stands to gain the most if they use the available media resources properly.

OBJECTIVE OF THE STUDY

- To analyze the behavior and consumption patterns in New media among students of select Arts Colleges that are affiliated to Bharathiar University, Coimbatore.

SCOPE AND LIMITATION OF THE STUDY

- The scope of the study is limited to the respondents selected from in and around Coimbatore.
- The sample size is 100 respondent units.
- It is restricted to analysis of consumption and behavior pattern in New Media among students of 10 select affiliated colleges of Bharathiar University with each college contributing 10 respondents only.

NEED FOR THE STUDY

There is a rapid growth in the media industry, especially in visual media. Now-a-days, students have greater opportunity to utilize new media through with the help of their Mobile Phones, Tablet, and Internet etc. This study details the consumption and behavior pattern in New Media exhibited by select students with focus on their satisfaction levels with contents.

SAMPLING TECHNIQUES

The Questionnaire survey method was used for collection of data. The stratified random sampling system was used for on-the-spot selection of students to hand over the questionnaire personally and to ensure good response rate as well as to avoid any misunderstanding while providing responses.

SAMPLE SIZE

The sample size is 100 and the respondents are students from select Arts colleges of Bharathiar University in Coimbatore.

DATA COLLECTION METHOD

The collection of data is considered to be one of the important aspects in the research methodology. There are two types of data that is used, i.e. one is **Primary** data and the other **Secondary** data.

TOOLS FOR ANALYSIS

Percentage Analysis

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms in the distribution of two or more sources of data.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

DATA ANALYSIS

Table 1: Percentage Analysis of Gender-Wise Distribution of Respondents.

S. No	Gender	No. of Respondents	Percentage
1	Male	38	38
2	Female	62	62
	Total	100	100

The above table reveals that 38 % of the respondents are Male and 62 % of the respondents are Female. This provides a ratio of almost 4:6 between male and female respondents selected for the study.

Table 2: Age-Wise Distribution of Respondents

Age criteria	17-18	18-19	19-20	20-21	Above 21
No. of respondents	15	25	35	15	11
%	15%	25%	35%	15%	11%

It is evident from Table 2 that 15 % of the respondents are in the 17-18 age group, 25% of respondents are in 18-19 age group, 35% of the respondents are in 19-20 age group, 15 percentage respondents are in the 20-21 age group, whereas, only 11 percentage of respondents are in the age group of above 21 years.

Table 3: Internet Usage Pattern of Respondents

Sl. No	Description	Respondents	Percentage
1	Yes	80	80%
2	No	20	20%
	Total	100	100%

Table 3 reveals that a majority of the respondents, i.e. 80 % use Internet regularly, whereas, the remaining 20 percentage of respondents do not use the same.

Table 4: Mobile Internet Connection

S. No	Internet Connection	Respondents	Percentage
1	Yes	85	85 %
2	No	15	15%
Total	100	100 %	

Table 4 reveals that 85 percentages of respondents have Internet connection in mobile, while the remaining 15 percentage of the respondents do not have internet connection in their mobiles.

Table 5: Location of Accessing Internet

S. No	PLACE	RESPONDENTS
1	Browsing Center	25
2	College Lab/wifi	43
3	Mobile Phone	81
4	Tablet	28
5	Others	1

Table 5 reveals that 25 respondents used the Browsing center, 43 respondents used College Lab/wifi, 81 respondents used Mobile phones and 28 of respondents used tablet, while the remaining 1 respondent used other places.

Table 6: Membership in Social Networking

S.NO	DESCRIPTION	RESPONDENTS	PERCENTAGE
1	Face Book	82	82 %
2	Twitter	72	72%
3	Whats App	84	84%
4	Others	8	8%

Table 6 reveals that 82 % respondents are members of Facebook, 72 % respondents are in Twitter, 84 % members use WhatsApp and the remaining 8 % use other social networking sites.

Table 7: Newspaper Reading Tool

Sl. No	PLACE	RESPONDENTS	PERCENTAGE
1	General Library	9	9 %
2	College Library	19	19%
3	Neighbor House	2	2 %
4	On line	66	66%
5	Others	4	4 %
Total		70	70%

The above table reveals that 9 % of the respondents read Newspaper at General Library, 19 % respondents use College Library, 66 % of respondents read Newspaper online and 2% respondents read at neighbors place, whereas 4 % respondents read newspaper through other source while the remaining 30 % respondents show no interest in newspaper reading as a habit .

Table 8: Purpose of Using Internet

Sl. No	DESCRIPTION	RESPONDENTS	PERCENTAGE
1	Information gathering	50	50 %
2	Education	21	21 %
3	Entertainment	25	25 %
4	Persuasion	4	4 %
Total		100	100 %

The above table reveals that most of the respondents use Internet for getting information, i.e. 50 % . Another 21 % do it for education purpose, 25 % for entertainment and finally, 4 % of respondents use Internet for persuasion.

Table 9: Purpose of Using Mobile Phone

Sl. No	DESCRIPTION	RESPONDENTS	PERCENTAGE
1	Chatting	24	24 %
2	Information	19	19 %
3	Education	17	17 %
4	Entertainment	22	22 %

Table 9: Contd.,			
5	Message & WhatsApp	18	18 %
Total		100	100 %

The above table reveals that most of the respondents use mobile phones for chatting i.e 24% and 19 % for getting information, 17 % for education purpose, 22 % for entertainment, and 18 % of respondents are using mobile for receiving and sending messages and WhatsApp messages.

Table 10: Purpose of Reading News Paper

S.NO	DESCRIPTION	RESPONDENTS	PERCENTAGE
1	Information gathering	32	32%
2	Education	21	21 %
3	Entertainment	10	10 %
4	Peer pressure	28	28 %
5	Others	9	9 %
Total		100	100 %

The above table reveals the responses in terms of purpose of reading Newspapers. Most of the respondents read newspaper for getting information which is 32 % and 21 % read newspaper for education purpose, 10 percentage read for entertainment, 28 % of respondents read newspaper due to Peer pressure and the remaining for other reasons which is 9 %.

CONCLUSIONS

This study on New Media and the reading behavior among students generates the following points in conclusion. Among other major findings, it concludes that a good majority of students from the select colleges use Internet daily while, twenty five respondents are found to favour a Browsing center for their media usage. A good 43% respondents used college lab/wifi facility for their new media interface. A whopping 81 % respondents are found to be using Mobile phone whereas, 28% respondents used tablet for their reading purpose. They have been found to use blogs to hone their writing skills while being able to connect to more learners through social media contact. Also, we notice that New Media plays a crucial role in the impacting the consumption pattern and behavior among students. New age technologies such as Internet, Mobile Phones, Tablets, Laptop have given a wide variety of choices to the student community to make use of New Media to the fullest extent possible. Finally, to conclude instead of posing a threat to traditional print materials like books, magazines and journals, the new media offers flexible, cheaper and faster alternatives to access them in digital formats. So, utilization of these technological vibrant media sources will be of great use to the further development of student community.

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